

Message Text

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ACTION EB-11

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E.O. 11652: N/A

TAGS: BEXP

SUBJ: 1974 GERMAN INDUSTRIES FAIR (GIF)

REF: BERLIN 1263

1. SUMMARY: MARGINAL COMMERCIAL SIGNIFICANCE OF U.S. EXHIBIT AT 1974 GIF AND DECLINE IN PUBLIC INTEREST IN THIS FAIR, REINFORCES MISSION EVALUATION THAT AVAILABLE FUNDS MIGHT BETTER BE SPENT ON OTHER PROJECTS. FRENCH AND BRITISH HERE CONCUR IN THIS JUDGMENT AND HAVE INDICATED THEIR INTENTION TO RECOMMEND WITHDRAWAL FROM FUTURE PARTICIPATION OR, IF OVERRULED IN BONN OR IN CAPITALS, PARTICIPATION ONLY ON BASIS COMPLETE SENAT FINANCING. ACTION REQUESTED: MISSION RECOMMENDS AGAINST U.S. PARTICIPATION IN 1974 GIF AND REQUESTS INSTRUCTIONS. END SUMMARY.

2. COMMERCIAL RESULTS OF U.S. PARTICIPATION IN 1973 GIF WERE NEGLIGIBLE. PARTICIPATION LED TO VIRTUALLY NO BUSINESS CONTACTS FOR EXHIBITING U.S. FIRMS. ENGINEERS, SCIENTISTS AND TECHNICIANS ATTENDING SYMPOSIUM AND CONFERENCE ON WATER-RELATED PROBLEMS DISPLAYED ONLY MILD INTEREST IN TECHNOLOGY EXHIBITED. MISSION ANALYSIS OF RESULTS OF 1973 GIF SUPPORT OUR EARLIER CONCLUSION THAT FOR 1974 AND FUTURE YEARS, ERP AND SENAT FUNDS AVAILABLE FOR LIMITED OFFICIAL USE

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U.S. PARTICIPATION IN FAIRS IN BERLIN COULD BETTER BE SPENT ON

OTHER PROJECTS WITH MORE COMMERCIAL IMPACT, ESPECIALLY GREEN WEEK.

3. FRENCH MISSION TELLS US THEY PLAN TO RECOMMEND TO FRENCH EMBASSY IN BONN AND TO PARIS THAT: (A) FRENCH NOT PARTICIPATE IN 1974 GIF FOR SAME REASONS WHICH LED THEM TO MAKE SIMILAR RECOMMENDATION LAST YEAR, OR (B) IF THIS RECOMMENDATION IS NOT ACCEPTED, THEY SHOULD ONLY PARTICIPATE IF SENAT MEETS ALL EXPENSES, ESTIMATED AT DM 300,000 AS COMPARED WITH DM 150, 000 THEY RECEIVED THIS YEAR. BRITISH EVEN LESS

ENTHUSIASTIC THAN FRENCH. FRENCH AND BRITISH HAVE AGREED WITH US THAT GREEN WEEK SHOULD HAVE HIGHER PRIORITY BUT JURISDICTIONAL SPLITS MAKE IT DIFFICULT FOR THEM TO SEEK GOVERNMENT DECISIONS ON RELATIVE MERITS OF GIF AND GREEN WEEK.

4. WE ANTICIPATE SENAT WILL PRESS US TO PARTICIPATE AGAIN IN 1974; BUT THEY HAVE NOT PROVIDED NEW CONCEPT FOR FAIR AS PROMISED LAST YEAR, AND EXPERIENCE THIS YEAR SHOWS THAT TECHNICAL CONFERENCES HELD IN CONJUNCTION WITH FAIR HIGHLY UNLIKELY TO INCREASE ITS COMMERCIAL SIGNIFICANCE. WE BELIEVE THAT GIF DOES NOT MEET THE CRITERIA OF EITHER THE TYPE OF FAIR WHICH USIA SHOULD SUPPORT OR USDOC COMMERCIAL PRESENCE FAIR AS DESCRIBED IN A-9254.

5. MISSION RECOMMENDS THAT U.S. NOT PARTICIPATE IN 1974 GIF AND REQUESTS AUTHORITY TO INFORM SENAT NOW THAT U.S. DOES NOT REPEAT NOT INTEND TO PARTICIPATE. KLEIN

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